Main Points

Inform, Educate, ENGAGE

Impact public conversation—

1. Raise issues that corporate media is ignoring

--Wisconsin Recall

--ALEC/dark money

2. Push corporate media to better cover issues

--May Day

--fracking

--health insurance exchanges

COLLABORATE TO CREATE THAT IMPACT—expand reach plus leverage engagement

Verticals—fracking; multiplatform/transmedia with petition built in

Horizontals—may day: crosspromoting via social media to get viral effect

Drum “Beats”—media policy; training reporters and pushing out a constant stream of stories on a particular issue

Alliances with Free Press, Common Caus e, etc.

NEED

Capacity Grant to continue the experiment—we’d like to fund 1.5 staff people to make these collaborations go, at a cost of $70K per year (including benefits) plus a $30k grant for building out our website and launching tools to make collaboration easier. So $100K in our first year, $75K in the second and succeeding years.

Verticals each cost about $150K for 2 years

Horizontals cost $30K per horizontal plus part-time staffer

Drum Beats cost $30K per year each